



Granicus Webinar

City of Gold Coast Website Transformation

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CITY OF
GOLDCOAST.[™]



Today's topics

- City of Gold Coast quick facts
- CX strategic drivers and strategic approach
- Why we selected OpenCities
- Implementation approach
- Outcomes delivered
- Key learnings
- Q&A



City of Gold Coast quick facts

- Australia's sixth largest city
- Australia's second largest local government
- Population 635,000 and rapidly growing
- One in three residents born overseas
- Over 13 million visitors per year
- 57 kilometres of coastline
- Over 100,000 hectares of World Heritage listed rainforests
- Host of the 2018 Commonwealth Games

Strategic drivers

Managing growth

Population growth

Service growth

Increase from
3.6m to 6.6m
touchpoints in 6 years

Cost to serve

Cost of traditional
service channels
increasing

Web and
self-service our lowest
cost service channel

Customer feedback

Focus groups
and community
consultation

Remove complexity

Give me more
self service options

Be available to help me

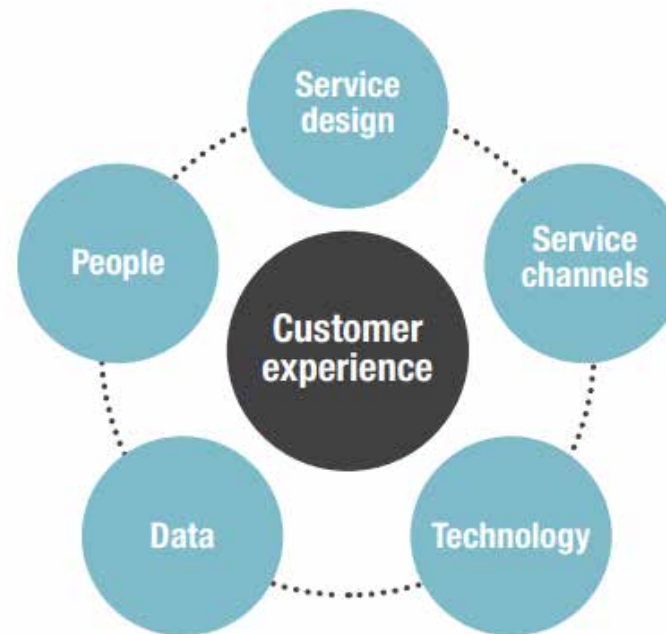
Keep me informed

Proactively communicate
with me

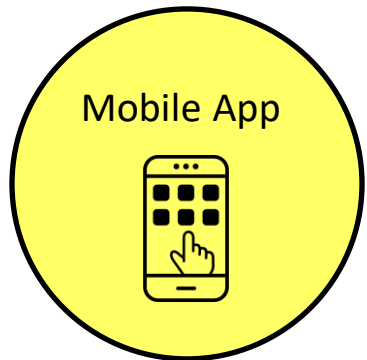
Ask for my feedback

Customer Experience Strategy

**OUR VISION IS TO MAKE LIFE EASIER
FOR OUR RESIDENTS, BUSINESSES
AND VISITORS**



Customer Experience Strategy – technology investment

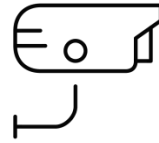


Our website



5 million

Customer sessions



2.8 million

Users



55%

Users on
mobile devices

Our primary objective was to redesign our website and its content to help customers to quickly:

- Find what they need
- Understand the information easily
- Complete tasks online

Why we chose OpenCities

Specifically designed for local government

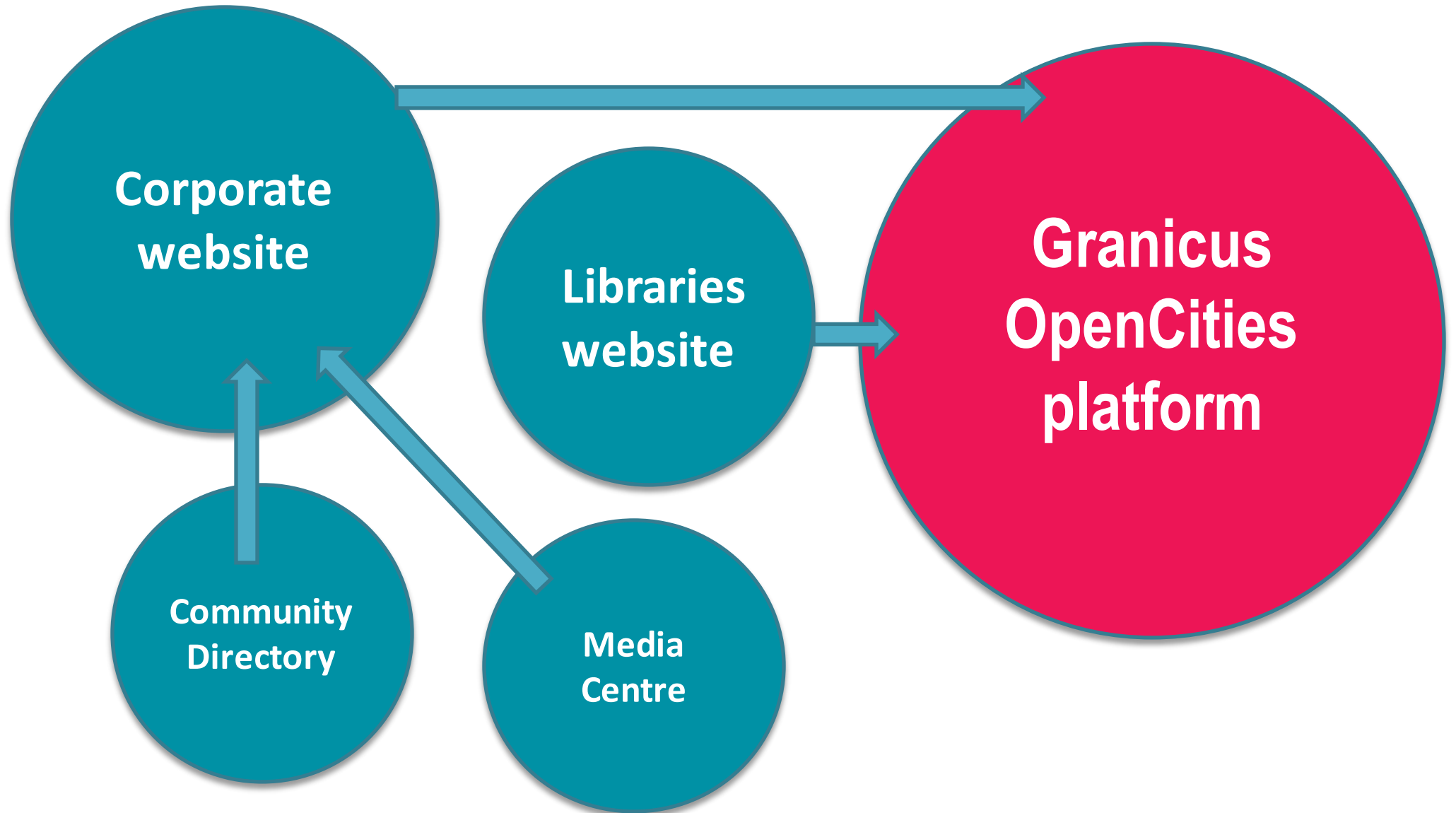
Cloud hosted and responsive

Out of the box capability

Speed to delivery

Simple user interface

4 websites rebuilt on 1 cloud hosted responsive platform



Implementation approach

Phased approach to build and release management

Team members assigned to focus on:

- Project management
- Content review and rewrite
- Change management / stakeholder engagement
- Business analysis
- Web development
- Web design
- Content build
- Information architecture
- BAU

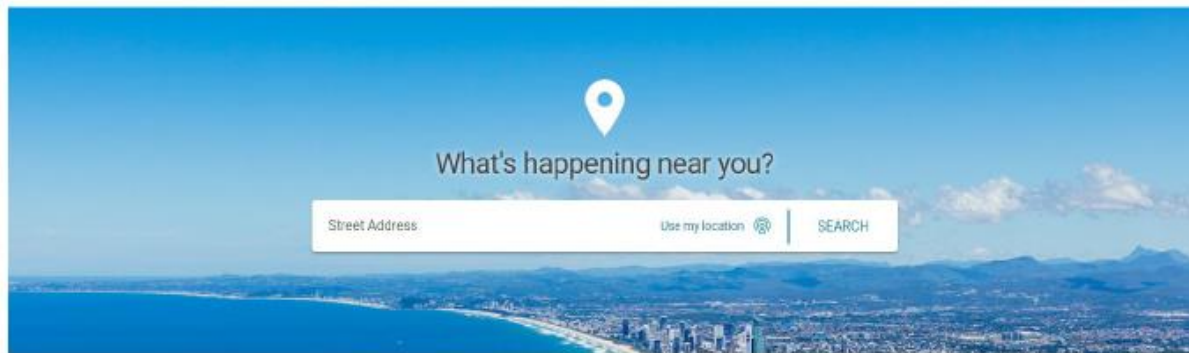


Design thinking

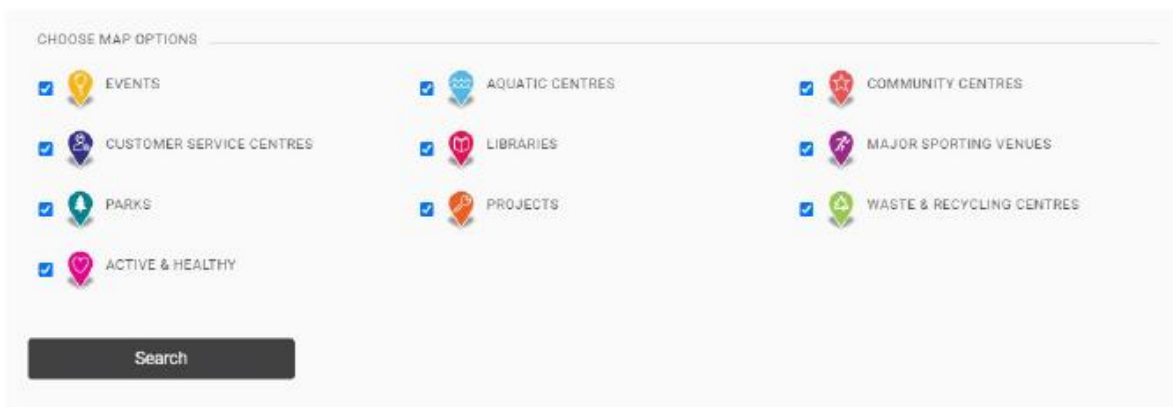
- Clean, modern design
- Search driven
- Uncluttered menu structures
- Customer focused
- Plain English
- Use of hero imagery to provide a sense of place and showcase our city's beauty
- Simplify, simplify, simplify



More location-based content

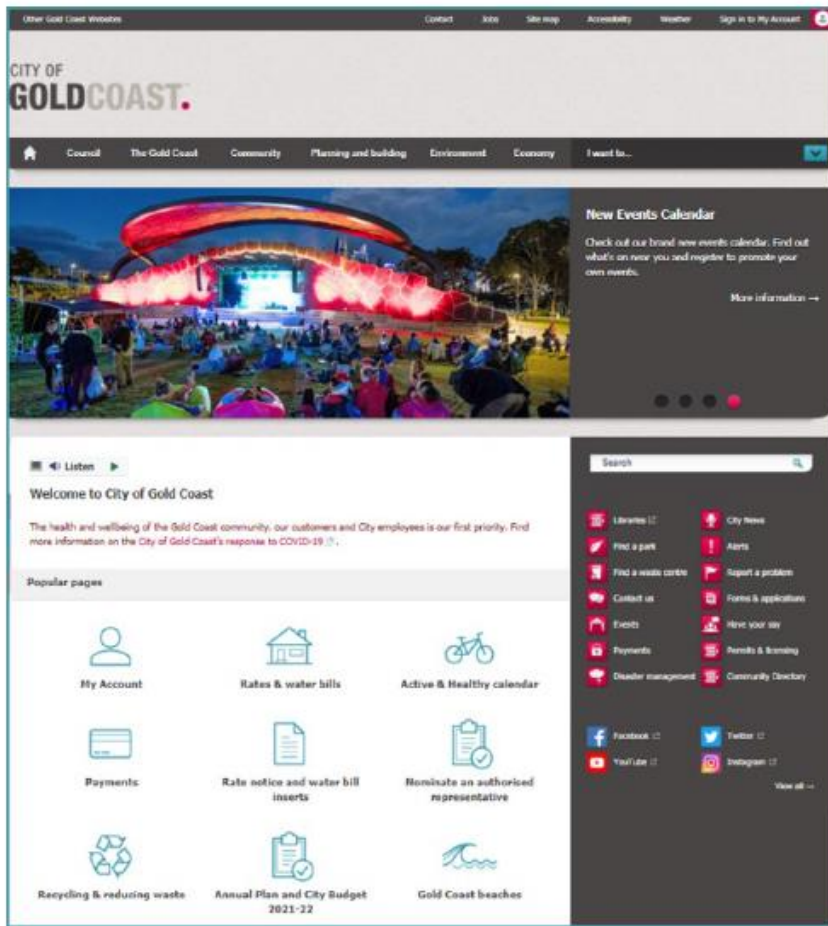


“The My Neighbourhood feature is great for knowing what’s happening locally.”

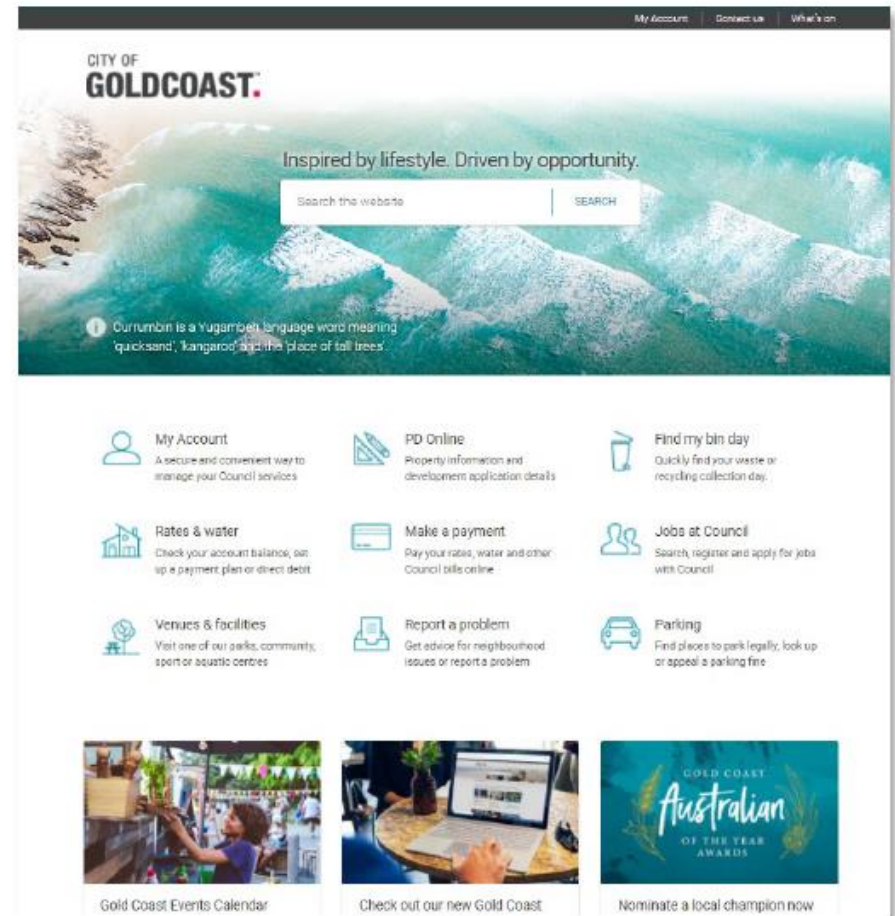


Distinctive branding and new fresh theme

Old home page



New home page



Information architecture review

Old menu

<u>Council</u>	The Gold Coast	Community	Planning & building	Environment	Economy
Vision & goals		Council meetings		Community engagement	
City budget & key plans		Live streaming of meetings		Consultations	
Business ethics		Minutes & agendas		Right to information	
Corporate structure		Updates & notices		Evidence Act application	
Council history		Submit your petition		Publication Scheme	
Permits & licensing		Disaster management		Disclosure Log	
City projects		Be prepared		RTI Access applications	
Rates & water bills		During a disaster		Role in government	
Strategies, plans & programs		Disaster recovery		Local government	
Councillors & divisions		Common types of disasters		State government	
Mayor & Councillor profiles		Education centre		Federal government	
Council divisions		Community & lifestyle education			
City of Gold Coast jobs		City of Gold Coast education			
		Environment education			
		Business & industry education			



New menu

Home	
My Account	>
My Neighbourhood	
Council & region	>
Services	>
Doing business	>
Planning & building	>
Things to do	>



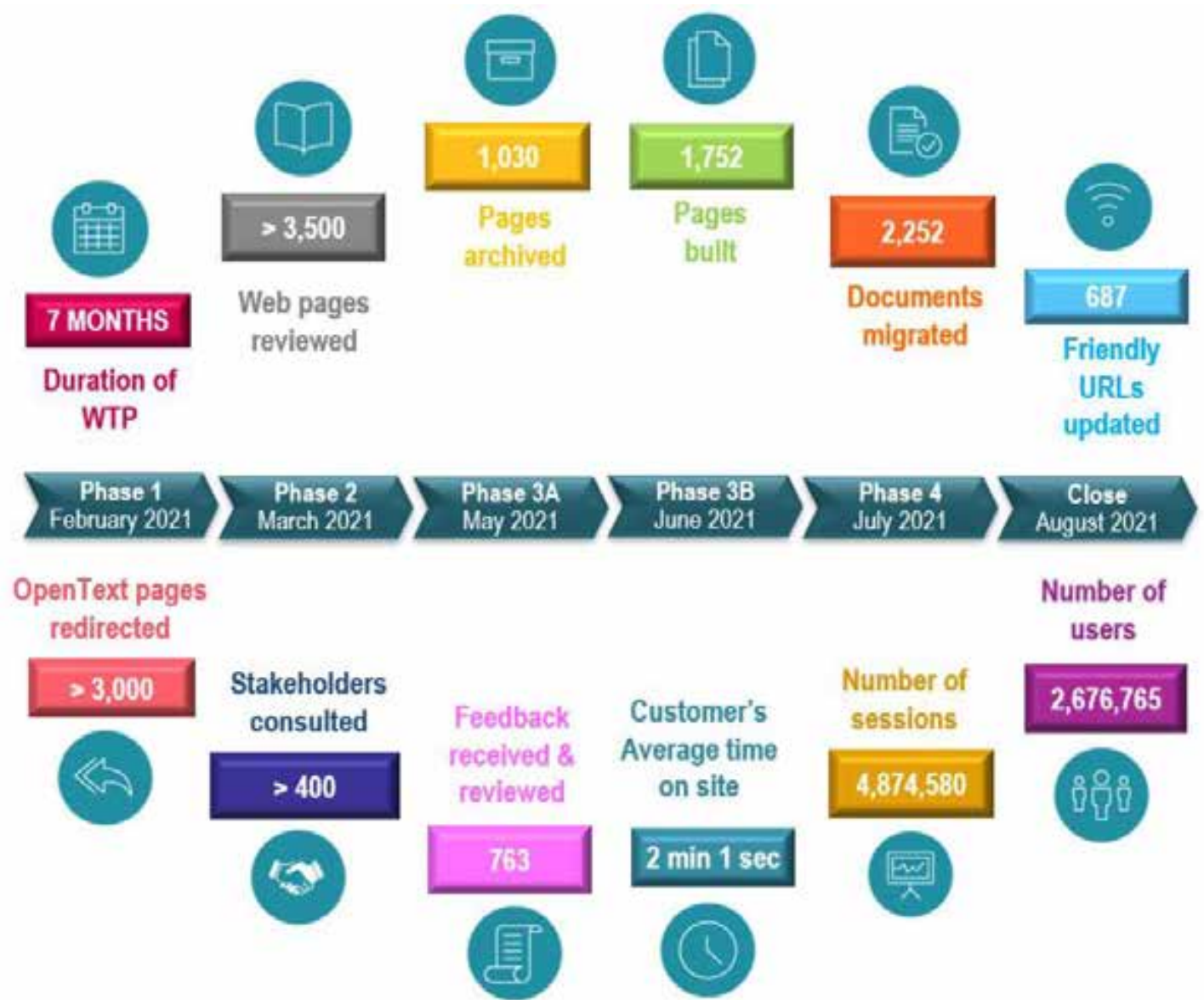
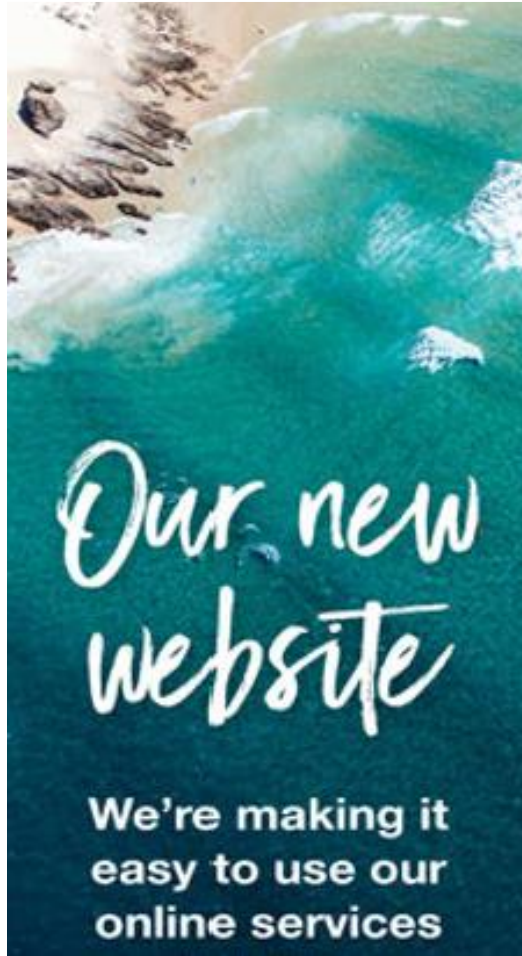
Content review

The Web Transformation Project involved the review of over 3,500 pages. We needed to ensure all content was:

- task-based for customers (not information-based by department)
- relevant to intended audience
- short and simple (written in plain English consistent with Communication Guide and at Year 8 reading level where possible)
- necessary and up to date.

The City's new website now has half the number of pages.

Outcomes



What do our customers think of our website?

Excellent,
thank you!

Keep on keeping on -
very impressive and
great accessibility.

It's simple and
easy to
understand.

I found what I needed
to know easily.

"What has impressed me the most through this project is: the transformation team has never lost sight of the target audience; and secondly, the team has worked through multiple challenges in a professional and disciplined manner."
Mayor Tom Tate



Key learnings from project

What worked well

- Project manager and business leader worked in tandem
- Supportive and responsive executive sponsorship
- Stakeholder engagement at the right times
- Regular communication to broader business for awareness
- Staged approach to implementation
- Close working relationship with OpenCities support team

Key challenges

- Phased approach meant running two sites in parallel for several months (change freeze put in place to minimise impact)
- Content writer capability and capacity at certain stages of the project
- Volume of content for review and build
- Some stakeholders reluctant to accept significant changes to their content
- Some deliverables were constrained by out of the box functionality, resulting in custom development to meet requirements

The word "QUESTIONS" is written in a large, white, 3D sans-serif font. The letters are centered and have a slight drop shadow. The text is surrounded by a cluster of semi-transparent squares in various shades of blue and green. The squares vary in size and are scattered around the word, creating a dynamic, abstract background. The overall composition is horizontal and centered on a plain white background.

QUESTIONS